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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91210379
Party	Plaintiff Atlas Brewing Company, LLC
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1 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
2 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

2

3 ATLAS BREWING COMPANY, LLC, )

)

4 Opposer, )

)

5 vs. ) Opposition

) No. 91210379

6 ATLAS BREW WORKS, LLC, f/k/a )

VOLSTEAD BEER WORKS LLC, ) MARK: ATLAS

7 f/k/a ATLAS BEER WORKS LLC, )

)

8 Applicant. )

9

10 The discovery deposition of JOHN SALLER,  
11 taken in the above-entitled cause before Lisa R.  
12 Lisit, a Certified Shorthand Reporter in the State  
13 of Illinois, taken at 70 West Erie, 2nd Floor,  
14 Chicago, Illinois, on August 27, 2014, at the hour  
15 of 9:40 a.m.

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1 APPEARANCES:

2 FUKSA KHORSHID, LLC

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\* \* \* \* \*

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(Witness sworn.)

MR. CARROLL: This is the deposition of John  
Saller, pursuant to federal and trademark rules.

WHEREUPON:

JOHN SALLER,  
called as a witness herein, having been first duly  
sworn, was examined and testified as follows:

DIRECT EXAMINATION

BY MR. CARROLL:

Q. Mr. Saller, will you please state your  
name and spell your name for the record?

A. John Saller, J-O-H-N S-A-L-L-E-R.

Q. Okay. Mr. Saller, where do you live?

A. I live at 2911 West Shakespeare Avenue in  
Chicago.

16 Q. How long have you lived there?  
17 A. Two years.  
18 Q. Okay. How old are you?  
19 A. I am 33.  
20 Q. Are you suffering from any physical or  
21 mental condition which might inhibit your ability  
22 to answer questions or recall events today?

23 A. No.  
24 Q. Mr. Saller, can you tell me a bit about

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1 your educational background?  
2 A. I studied theoretical math in college at  
3 Reed College in Portland, Oregon, and that is the  
4 most recent schooling that I've had.

5 Q. So what's the highest level of degree  
6 you've obtained?

7 A. B.A.

8 Q. Are you from -- where are you from  
9 originally?

10 A. I was born in Pennsylvania but I've  
11 essentially lived in Chicago my whole life.

12 Q. Mr. Saller, what do you do for a living?

13 A. I'm a brewer at Atlas Brewing Company.

14 Q. How long have you been a brewer at Atlas  
15 Brewing Company?

16 A. I've been officially employed by Atlas  
17 for three-plus years now, though I've been working  
18 with Steve longer than that.

19 Q. Who is Steve?

20 A. Our business partner, Steve Soble.

21 Q. When you say "our business partner," whom  
22 do you mean?

23 A. My brother and I.

24 Q. So are the three of you the business

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1 partners in Atlas Brewing Company?

2 A. We are.

3 Q. So when did you first meet Steve Soble?

4 A. I first met Steve Soble sometime in early  
5 2011. I was working downstate for the guy who  
6 actually gave Steve his start in business 25 years  
7 ago. Steve was doing some consulting. We all  
8 realized we wanted to start a brewery, and that's  
9 sort of when the discussions began.

10 Q. What were those discussions?

11 A. Early on it was tasting -- my brother and  
12 I had been working on a business plan for longer,  
13 but since Steve actually has the business sense and  
14 the experience, we worked to partner with him.

15 But so we had prototype beers that we'd  
16 been considering getting into production. I don't  
17 even know -- for five years we'd been working on  
18 our recipes so the early meetings were tasting  
19 beers, talking about the sort of scale and scope of

20 the project and deciding whether we wanted to  
21 pursue it.

22 Ultimately, Steve said if we could raise  
23 half the money we'd all go into business together  
24 so we went to all our friends and family and became  
0007

1 Steve's partner shortly thereafter.

2 Q. So just for a clear record, when were  
3 those discussions going on approximately?

4 A. Those discussions were going on  
5 throughout 2011 and -- yeah, throughout 2011, and  
6 then at the very beginning of 2012, I moved back  
7 and started working full-time to open the company.

8 Q. When you say "moved back," where do you  
9 mean?

10 A. I was living in Normal, Illinois for a  
11 couple years, and yeah, moved back to Chicago.

12 Q. When did you first start brewing beer?

13 A. I started home-brewing just out of  
14 college so 2004, and taught my brother about five  
15 years after that. And we've been brewing more or  
16 less constantly since then.

17 Q. How did you become acquainted with Steve  
18 Soble?

19 A. He was an old partner of a man that I was  
20 working for at the time so we ran into each other.  
21 I was carrying around my brother's binder of Siebel  
22 Institute of Brewing Technology notes, and Steve  
23 saw them and said, "Hey, do you want to start a  
24 brewery?"

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1 Q. Had you ever brewed in a professional  
2 capacity prior to your employment with Atlas  
3 Brewing Company?

4 A. No.

5 Q. And I'm sorry. Just for my own  
6 clarification, when did you become formally  
7 employed with Atlas?

8 A. That would have been January 2 of 2012.  
9 It was just after New Year's.

10 Q. So what is your role at Atlas Brewing  
11 Company now?

12 A. Now I am mostly the full-time brewer. I  
13 still get caught up in operations a little bit but  
14 trying to be a full-time brewer.

15 Q. And so what does that involve?

16 A. A lot of moving of cranes around and  
17 pumping beer around and cleaning all the time and  
18 filling kegs and moving kegs, but also at the, you  
19 know, social promotional aspect, we go to a lot of  
20 events. We stop at bars and bring samples. We try  
21 to maintain personal relationships with as many  
22 people in the beer community and the restaurant  
23 community as possible.

24 Q. Generally speaking, what sort of  
0009  
1 equipment do you use to brew your beer?  
2 A. We have ten large seven barrels so  
3 217-gallon stainless steel tanks and then a brew  
4 house, again, you know, large stainless steel. It  
5 takes up a room and a hallway in the brewery. You  
6 know, otherwise it's various lab equipment, pumps,  
7 hoses, stuff like that.  
8 Q. Where is the brewery located?  
9 A. It's located at 2747 North Lincoln Avenue  
10 in Chicago.  
11 Q. Has Atlas Brewing Company been located at  
12 that site since its founding?  
13 A. Yes.  
14 Q. And when was Atlas Brewing Company  
15 founded?  
16 A. I don't remember when we filed the LLC or  
17 when we created the LLC, so yeah, I mean, I don't  
18 know legally when it was created. I know we've  
19 been talking about it as Atlas for probably since  
20 late 2011.  
21 Q. So when you say "talking about it at as  
22 Atlas," what do you mean by that?  
23 A. That we decided that that was going to be  
24 our brand and our name and started, you know,  
0010  
1 writing to possible suppliers, or when going to  
2 brewer's guild meetings, etc., telling people we're  
3 the brewers from Atlas Brewing Company.  
4 Q. Do you recall when you first heard the  
5 name Atlas used in connection with a brewing  
6 company?  
7 A. Oh, it was when we decided we were going  
8 to name our brewery Atlas.  
9 Q. Whose idea was the name?  
10 A. I think it was Steve's. We came up with  
11 a -- you know, we brainstormed for a while, came up  
12 with a short list.  
13 But then being all of us kind of Chicago  
14 history geeks, when we realized that it had been a  
15 brewery in Chicago that was started before  
16 prohibition, that sort of clicked for us. And we  
17 thought okay, this is going to be the name we  
18 choose. But I think it was Steve who was  
19 originally the one who sort of found that and got  
20 excited about it.  
21 Q. So other than the historical brewery  
22 known as Atlas, was there any other inspiration for  
23 the name to your knowledge?  
24 A. Yeah, well, we liked that it has  
0011  
1 references both to Greek mythology and to the, you  
2 know, atlas like maps and also Chicago. We felt

3 like there was a -- there were a lot of ways that  
4 we could -- you know, a lot of -- there's a lot to  
5 draw on in terms of imagery and potential names for  
6 beers or graphic design at the point when we start  
7 packaging.

8 Q. How large is the craft brewing community  
9 in Chicago?

10 A. It's still fairly small. It's rapidly  
11 growing. At the point where we started Atlas,  
12 there were probably only a dozen brewers so then it  
13 was very small.

14 The first guild meetings were, I don't  
15 know, 30 or 40 people that we went to. Now you  
16 can't even cram the guild into a room, but it's  
17 still a very tight community.

18 Whenever we go to festivals, we know  
19 everybody there. We see people at the good beer  
20 bars and we all fly out to Denver for the craft  
21 brewers' conference and see each other there and go  
22 up to Madison for the Great Taste of the Midwest  
23 and see each other there.

24 It's a very supportive community as well.

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1 We borrow ingredients, and it's not competitive.  
2 You know, we go to other people who might strictly  
3 be our competitors, and they give us advice.

4 And Revolution gave us \$400 worth of  
5 yeast the other day because we realized that our  
6 batch was going to get ruined because we had not  
7 ordered an appropriate amount of yeast.

8 Q. Do you know approximately -- well, let's  
9 define our terms. What is a "craft brewery" to  
10 your understanding?

11 A. So the technical definition is that it is  
12 independent. It is small, although small keeps  
13 getting larger and larger so that they can keep Sam  
14 Adams in the craft beer community. Independent,  
15 small, and traditional so -- and those terms, you  
16 probably don't want me to go into too much depth in  
17 those terms, but I could if you wanted.

18 Q. So I trust.

19 How many craft breweries -- if you know,  
20 how many craft breweries are there in the Chicago  
21 area?

22 A. Chicago area now there are probably 30 or  
23 40 brewing beer. These days -- I mean, it's  
24 changed so much just in the last three years that

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1 these days it's getting hard to keep track of who  
2 is actually open and producing beer, as opposed to  
3 when we were starting, I knew every new beer that  
4 came out.

5 You know, if there was a new beer in  
6 Chicago and I saw it on the shelves and I hadn't

7 heard of it, I would think, oh, wow, that's weird.  
8 I hadn't heard that was coming out.

9 Q. How about in 2011, when you first started  
10 talking with Steve Soble about Atlas Brewing  
11 Company? Do you know approximately how many craft  
12 breweries there were in the Chicago area at that  
13 time?

14 A. Chicago and suburbs, I believe there were  
15 more than ten but less than 15.

16 Q. How many craft brewing companies are  
17 there nationally currently? Do you know?

18 A. Again it's exploding so I'm not totally  
19 sure. I would guess three -- 3,000 is the right  
20 order of magnitude, I don't know, you know, plus or  
21 minus 500, maybe even plus or minus a thousand.

22 Q. So do you have an official title with  
23 Atlas Brewing Company?

24 A. I just call myself "brewer."

0014  
1 Q. So how did your employment as brewer come  
2 about in the wake of these discussions that you  
3 were having with Steve Soble and your brother?

4 A. It was the plan from the beginning that I  
5 would be the brewer. I actually asked to bring my  
6 brother on board because we'd been planning, like I  
7 said, to try to open a space. And then, you know,  
8 because I have a restaurant operations background,  
9 at various times I got moved more to the restaurant  
10 management.

11 My brother has been consistently the  
12 brewer from day one, and it has always been the  
13 plan for me to be the brewer. And I was when we  
14 first opened and now I'm back there.

15 Q. So what does the operation then at Atlas  
16 Brewing Company look like now? What does it  
17 consist of?

18 A. So we are on pace to do maybe 650 barrels  
19 this year up from 500 last year with an eventual  
20 capacity maybe of eight or nine hundred. About  
21 half of that gets sold in-house to patrons at our  
22 pub.

23 We have a restaurant that's open for  
24 dinner. It's open for lunch on the weekends. We

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1 sell the remainder of whatever we produce through a  
2 distributor, through Lake Shore Beverage, to  
3 various other bars and restaurants but -- and we've  
4 actually been in pretty much all of the best beer  
5 bars and restaurants in Chicago which is something  
6 that we're pretty proud of.

7 So we are open for dinner. We give  
8 brewery tours. We have -- host private parties,  
9 pretty much, you know, pretty much standard  
10 restaurant operations but we make our own beer and



11 distribute some of it around the Chicago area.

12 Q. So is the brewery located in the same  
13 location as the brew pub restaurant?

14 A. Yeah. Yeah. You see it when you are  
15 sitting, eating your dinner, the glass walls. You  
16 see the stainless steel tanks. It's part of the  
17 atmosphere for sure.

18 Q. Are both of those locations at the 2742  
19 address?

20 A. Yes, or 2747.

21 Q. Oh, 47. I'm sorry.

22 Were there -- well, can you describe the  
23 process of -- the process of starting up the  
24 brewery? From a legal standpoint, were there

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1 things that you had to do?

2 A. There were, and Steve will be a better  
3 person to really walk you through those.

4 I know that we had -- well, the thing  
5 that sticks out to me is all of the trouble we had  
6 with the Tax and Trade Bureau. You have to get a  
7 federal manufacturing license. It's supposed to  
8 take three months and it took us seven or eight.

9 But otherwise your standard, you know,  
10 permitting for the build-out, the federal license  
11 issues, but yeah, these are all things that Steve  
12 is very good at and Ben and I are very bad at.

13 Q. You mentioned the TTB requirements. When  
14 did you -- when did Atlas apply for TTB permits and  
15 license?

16 A. I believe it was February of 2013. It  
17 was definitely winter of -- wait -- twenty -- yeah.  
18 Yeah. Wait. I'm getting confused now. It was --  
19 well, it was the winter before we opened.

20 Q. Okay. And when did you open?

21 A. That -- so twenty -- we opened in 2012,  
22 in May. I should not be confusing myself on that.

23 Q. So the preceding winter is when you first  
24 made your application?

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1 A. Yeah. We filed three months ahead of  
2 when we intended to start brewing beer.

3 Q. And when did you intend to start brewing  
4 beer?

5 A. We intended to start brewing beer in May  
6 of 2012.

7 Q. Did you in fact start brewing beer in May  
8 of 2012?

9 A. We did not. We were still -- you know,  
10 we were still tweaking our recipes at home but we  
11 had not gotten the federal manufacturing license.  
12 So we had several hundred thousand dollars' worth  
13 of stainless steel sitting in our building,  
14 gathering dust for a couple months.

15 Q. So the stainless steel, was that the  
16 brewing equipment that you would use to make Atlas  
17 beers?

18 A. Yes.

19 Q. When did you acquire that?

20 A. That arrived -- I remember this because  
21 it was the largest birthday present I ever got.  
22 That arrived on April 23 of 2012.

23 Q. So had you ordered -- had Atlas ordered  
24 this equipment in advance of that April date?

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1 A. Yeah. There's a six-month-lead time or  
2 something on brewing equipment so I want to say  
3 November of 2011 would have been when we ordered  
4 it.

5 Q. When you ordered the equipment, had you  
6 and your partners decided on the name Atlas Brewing  
7 Company?

8 A. Yes. And in fact, you can see that, I  
9 believe, with our -- you know, the specifications  
10 we sent out to several different manufacturers. We  
11 were definitely Atlas Brewing Company.

12 Q. You mentioned social media, I believe, as  
13 one of the activities that you conduct at Atlas.  
14 What do you do in terms of social media activity on  
15 Atlas's behalf?

16 A. So Facebook and Twitter are the two that  
17 we mostly use, and we use them to inform people  
18 about events that we're organizing or attending.  
19 We use them to show, or you know, announce when  
20 we're tapping new beers.

21 We have -- you sort of build a network  
22 that you communicate with regularly, in addition to  
23 the sort of broadcasting aspect. So we're going to  
24 start hosting the Illinois Craft Brewers Guild

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1 bowling league every week starting next week, so  
2 you know, we're using Twitter to see who is  
3 involved with that and invite people to join.

4 We have a bring-your-own-stein night on  
5 Tuesday nights and we take pictures of people who  
6 show up with their steins. And we post them on  
7 social media.

8 And when we are going to a festival, if  
9 there are still tickets for sale, you know, we'll  
10 try to help them sell the tickets, you know, sort  
11 of standard stuff.

12 Q. What's the Twitter handle for Atlas  
13 Brewing Company?

14 A. It is Atlas Brewing.

15 Q. You mentioned Facebook. Does Atlas have  
16 its own Facebook page?

17 A. Yeah, also Atlas Brewing.

18 Q. And do you generally manage those two

19 accounts?  
20 A. I do some of the Twitter. My brother is  
21 hopelessly addicted to Twitter, and then I had done  
22 a fair amount of the Facebook. But one of our new  
23 managers is really into it and so we're letting him  
24 kind of take that over.

0020  
1 Q. How many employees does Atlas have?  
2 A. 35 or 40.

3 Q. And does that include staff at the brew  
4 pub?

5 A. Oh, yeah, that's the kitchen -- I mean,  
6 so there are three people who brew beer, myself my  
7 brother and a part-time assistant. And then the  
8 rest of those are kitchen staff, wait staff,  
9 maintenance, etc.

10 Q. I'm going to show you an exhibit that  
11 I'll mark as Opposer's 1. I'll ask you to take a  
12 look at that.

13 (Opposer's Deposition Exhibit  
14 No. 1 marked.)

15 BY MR. CARROLL:

16 Q. I've just handed you a two-page document  
17 marked A281, Bates labeled A281 and 282. Do you  
18 recognize this document?

19 A. Yeah. These are some of our early  
20 tweets.

21 Q. Did you personally send out any of these  
22 tweets under the Atlas Brewing name?

23 A. All of these would have been me or my  
24 brother. It's been long enough that -- yeah, I

0021  
1 would have been communicating with Destihl there on  
2 top of the second page.

3 And I remember drinking those beers on  
4 the June 5 one. Otherwise, some of these are me  
5 and some of them are Ben.

6 Q. Just for clarity, Ben is your brother?

7 A. Yes.

8 Q. So looking down at the first tweet from  
9 the 30th of April 2012, it reads "@Dryhopchicago.  
10 Thanks, Dry Hop. The pictures on your site look  
11 beautiful. Can't wait to stop by for a beer.  
12 Exciting times in Chicago." Who or what is Dry Hop  
13 Chicago?

14 A. Dry Hop is another brew pub that opened  
15 shortly after we did, and Brant, their brewer, came  
16 by and brewed with us a couple times. We've  
17 collaborated with him on I think three different  
18 occasions.

19 Q. Looking up at the next one from  
20 4 May 2012, it says, "@AtlasBrewing, Not brewing  
21 yet, but the bowling alley reopens tonight. On  
22 tap: @RevBrewChicago @HalfAcreBeer @3floyds

23 @TwoBrothersBeer @GooseIsland and more."  
24 Did you send this tweet? Do you recall?

0022

1 A. Yeah.

2 Q. So when it says "not brewing at," why  
3 were you not brewing at?

4 A. We were still waiting for the TTB at that  
5 point. The build-out -- the renovations for --  
6 basically, we tried to reopen the bowling lanes as  
7 quickly as possible just so that we had some  
8 revenue coming in during the build-out.

9 We were maybe just polishing up, at that  
10 point, the restaurant and we had the equipment in  
11 place. But we didn't have the licensing in place.  
12 So we were kind of just waiting to get that piece  
13 of paper so we could brew the beer.

14 Q. So at that point, Atlas Brewery is up and  
15 running; is that correct?

16 A. Yes. Atlas Seven Ten is the company that  
17 incorporates both the restaurant, the bowling alley  
18 and the brewery.

19 Q. And that's what you're referencing here,  
20 "but the bowling alley reopens tonight"?

21 A. Yes.

22 Q. Looking up at the top tweet, now, the  
23 date is obscured, although these all appear to be  
24 in sequential order. But it says, "@Destihl.

0023

1 Thanks for the follow. Got yeast today. Grains  
2 should come Friday. Now we just have to deal with  
3 a solid quarter-inch of construction dust."

4 You mentioned that you sent that. You  
5 recall specifically sending that tweet, correct?

6 A. Yes.

7 Q. And to whom was that tweet directed  
8 again?

9 A. So Destihl is a brew pub in Normal,  
10 Illinois, and in Champaign they also have a  
11 location. And so I worked for them as a bartender  
12 for a couple years before moving back to Chicago to  
13 open Atlas.

14 Q. So at this point which, based on the  
15 chronology, appears to have been sometime between  
16 the 7th of May and the 10th of May, although, as I  
17 said, it's obscured, had you received -- you had  
18 received yeast and grains or you were about to  
19 receive yeast and grains for the purposes of  
20 brewing beer; is that correct?

21 A. Yes.

22 Q. You reference "a quarter-inch of  
23 construction dust." What was that about?

24 A. I don't remember specifically, but after

0024

1 the brewing equipment was in place, there were

2 still a couple projects that were done to finish up  
3 the build-out of the restaurant space. So they had  
4 done something that got a lot of dust on our  
5 equipment.

6 Q. Fair enough. Looking at the first  
7 page -- again, these are in reverse chronological  
8 order -- looking at the one fourth from the top,  
9 10th of June 2012 it says, "Hoping to give a sneak  
10 preview of our beers at @SevenTenLounge before the  
11 end of the month." Did you send this tweet?

12 A. It was either me or my brother.

13 Q. Do you recall if Atlas was able to give a  
14 preview of its beers before the end of June 2012?

15 A. I think we were still not able to use our  
16 equipment in June of 2012, but that would have been  
17 close. We were sampling our recipes, you know,  
18 brewed in a noncommercial sense, not with paying  
19 customers but with, you know, friends and family,  
20 trying to give people an idea of what we would be  
21 producing on a larger scale once we had our license  
22 in place.

23 Q. So before you received the license, the  
24 TTB approval, are you able to conduct any

0025 1 activities toward the brewing of beer?

2 A. It's kind of ambiguous. You know, we did  
3 a test run with the installer but we couldn't sell  
4 it. So we -- our interpretation was that that was  
5 fine, but no, basically you are not allowed to  
6 produce beer for sale before having the TTB in  
7 place.

8 Q. Approximately how long does it take to  
9 turn around a batch of beer, of Atlas beer?

10 A. It takes about -- it depends on the beer.  
11 But for most of our standard-strength ales, ten  
12 days, 12 days.

13 Q. Looking up at the top of the document  
14 I've given you, it's a tweet from 11th of June  
15 2012. It says, "6/16: Mods v. Rockers. Stop and  
16 see our space. No Atlas beer but we're pouring  
17 @RevBrewChicago, 5 Rabbit Brewery, Solemn Oath  
18 Beer, Half Acre Beer." Did you send that tweet?

19 A. Again -- actually, yeah, that was  
20 probably me because Mods v. Rockers was more a  
21 restaurant operations issue. So yes, I believe I  
22 sent that one.

23 Q. What's Mods v. Rockers?

24 A. They used to do a festival with

0026 1 motorcycles and vintage bicycles outside Delilah's  
2 who is our neighbor a little to the north, a bar.  
3 So it's a massive street festival, and we were  
4 giving tours.

5 Q. Got you. So it says, "No Atlas beer but

6 we're pouring," etc., various beers. I take it  
7 that at that point you still hadn't been able to --

8 A. Right. At that point we were still not  
9 able to manufacture beer.

10 Q. Okay. Do you recall when you first  
11 joined Facebook under the Atlas Brewing Company  
12 name?

13 A. Not specifically, but it would have been  
14 spring of 2012.

15 Q. Okay. I'm going to hand you a document  
16 that I'm going to mark as Opposer's Exhibit 2.  
17 (Opposer's Deposition Exhibit  
18 No. 2 marked.)

19 BY MR. CARROLL:

20 Q. Do you recognize this document?

21 A. These are our early Facebook posts.

22 Q. Looking at this document, does it refresh  
23 your recollection about when Atlas Brewing Company  
24 established a Facebook page?

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1 A. It says, "Joined Facebook May 14, 2012,"  
2 at the bottom.

3 Q. So does that refresh your recollection  
4 about when you joined Facebook?

5 A. Yes.

6 Q. And when was that?

7 A. May 14, 2012.

8 Q. Thank you. So there's a bowling alley at  
9 Atlas Brewing Company; is that correct?

10 A. Yes.

11 Q. Look at the picture that's posted on the  
12 left-hand column of the page. What is that a  
13 picture of?

14 A. That's the sign that hangs at the front  
15 of our store so it has our logo. The word "Atlas"  
16 is the bulk of the logo. The T is a sort of  
17 stylized version of the titan Atlas holding up a  
18 globe.

19 Q. Is that the only logo that Atlas uses on  
20 its products?

21 A. Yes.

22 Q. When did you -- when did Atlas first  
23 start using that logo?

24 A. I don't recall when we first started

0028

1 using that logo, but it was well before we opened.

2 Q. Would it have been in 2011?

3 A. I don't know if it would have been that  
4 early. It might have been. It certainly would  
5 have been by early 2012.

6 Q. Who designed the logo?

7 A. Randy Mosher designed it which was  
8 exciting for my brother and I because Randy Mosher  
9 is a pretty renowned beer writer and home brewer.

10 So we had been using his books for ten years as we,  
11 you know, learned to brew, and it was fun to get to  
12 meet him.

13 He's now involved in 5 Rabbits brewing so  
14 again we see him around as part of the community.

15 Q. How did he come to be the designer of  
16 your logo?

17 A. He and Steve go way back. In fact, I  
18 think they almost started a brewery together in the  
19 nineties, but they've known each other for many  
20 years.

21 Q. Have you ever offered beer tastings at  
22 Atlas Brewery?

23 A. We do that all the time.

24 Q. When was the first time that you offered

0029

1 a beer tasting at Atlas?

2 A. That, I don't remember, but I mean, it  
3 was the first night we could serve beer, serve our  
4 own beer.

5 And then, you know, if you count  
6 noncommercial beer tastings, then from the  
7 beginning of our discussions with Steve back in  
8 2011 pouring the pilot batches that we made at  
9 home.

10 Q. And when did you first start commercially  
11 offering Atlas beers?

12 A. I don't remember the exact date, but it  
13 was July or August, late July or early August of  
14 2013. I know we were commercially -- oh, you know  
15 what? It would have been late June -- that can't  
16 be right. It was the same day as the third quarter  
17 Illinois Craft Brewers Guild meeting of 2013, so  
18 whatever day that was.

19 Q. Okay. Do they keep records from those  
20 Illinois Craft Brewers meetings to your knowledge?

21 A. They do.

22 Q. Are you involved in the procurement of  
23 supplies for Atlas Brewery's beers?

24 A. I am.

0030

1 Q. What do you do in that regard?

2 A. We usually try to plan our brews two  
3 weeks in advance and so we, you know, put together  
4 a recipe, decide if we want to tweak the recipe  
5 from the last time we brewed it, and place orders  
6 for grains and hops and yeast.

7 Q. From whom do you order those various  
8 grains and hops and yeast?

9 A. Most of it comes through Country Malt  
10 Group which is sort of a clearinghouse for brewer  
11 supplies.

12 We get yeast from Omega Labs which is a  
13 new start-up yeast lab in Chicago. We source hops

14 from various places, though a lot of them come  
15 through Country Malt.  
16 Q. You also mentioned that you were involved  
17 with the acquisition of the brewing equipment for  
18 Atlas?  
19 A. Yes.  
20 Q. How many companies did you contact  
21 regarding equipment for Atlas Brewery? Do you  
22 know?  
23 A. We contacted five companies, give or  
24 take. It was around five. I don't remember

0031

1 specifically.  
2 Q. And with how many companies did you  
3 eventually contract for brewing equipment?  
4 A. We purchased all of our equipment from  
5 Premier Stainless.  
6 Q. What is Premier Stainless?  
7 A. They do -- I believe they only do brewing  
8 equipment so they put together the tanks and ship  
9 them to us and send a technician out to make sure  
10 that it gets installed properly and that you know  
11 how to use it.  
12 Q. Do you know where Premier Stainless is  
13 located?  
14 A. West Coast, San Diego? But West Coast  
15 for sure.  
16 Q. When did you first have contact with  
17 Premier Stainless?  
18 A. That would have been fall of 2011.  
19 Q. And did you place an order with Premier  
20 Stainless at that time?  
21 A. Yes. So actually, sorry, the order would  
22 have been placed fall of 2011 so our first contact  
23 probably would have been summer of 2011.  
24 Q. You mentioned a quarterly meeting for the

0032

1 Illinois Craft Brewers Guild that occurred around  
2 the time that you started brewing Atlas beers.  
3 Have you attended other -- well, back up. Did you  
4 attend that meeting?  
5 A. I did.  
6 Q. And have you attended other Illinois  
7 Craft Brewers Guild meetings?  
8 A. Yes.  
9 Q. Had you attended any prior to that July  
10 or early August date?  
11 A. We had, yes.  
12 Q. When did you first start attending those  
13 meetings?  
14 A. The first one I believe would have been  
15 the second quarter of 2012.  
16 Q. Do you know approximately when that would  
17 have been then?



18 A. That would have been approximately --  
19 that would have been April or May of 2012.

20 Q. At that time at the Illinois Craft  
21 Brewers Guild meeting, were you holding yourself  
22 out as Atlas beer to your colleagues?

23 A. Yes.

24 Q. How many beers does Atlas Brewing Company  
0033  
1 make?

2 A. We have a core of six beers that we like  
3 to have on year-round. The rest of our taps, which  
4 is another six taps, we rotate seasonally and based  
5 on whatever we feel like. So in the, you know,  
6 two-plus years that we've been open, we've probably  
7 brewed 60 or 70 different beers.

8 Q. What are the six regular beers that you  
9 produce?

10 A. So we do Diversey Pale Ale, Burnham Brown  
11 Rye Ale, Freight Handler Milk Stout, Rookery Rye  
12 IPA, Farmhouse Wheat, and Hyperion Double IPA.

13 Q. What is -- do those names have any  
14 particular significance?

15 A. They do. They all -- so the four that  
16 are going to be our core when we start to produce  
17 all are Chicago references so -- and we also like  
18 them.

19 So Burnham Brown, for example, Daniel  
20 Burnham wrote the Burnham Plan. We've got artwork  
21 with him, you know, making this nice map which sort  
22 of ties back to Atlas, but it's a very -- it's a --  
23 you know, it's a good Chicago reference.

24 A lot of our early ones were Greek gods.  
0034  
1 That's where Hyperion comes from. Hyperion is the  
2 father of Atlas in mythology.

3 The Freight Handler was originally called  
4 Andromeda which is another reference to Greek  
5 mythology. We changed it to Freight Handler to  
6 make it more Chicago about a month ago when we  
7 decided we needed to start distributing more.

8 Diversey, Michael Diversey was one of the  
9 first brewers in Chicago. It's also the street  
10 that we're -- the closest east-west street to our  
11 brewery so it again ties into the map then.

12 And yeah, generally our core beers and  
13 particularly early on had some association either  
14 with Chicago, Greek mythology, or maps.

15 Q. What was the first beer that Atlas  
16 produced?

17 A. The first beer we brewed was called Deep  
18 End Stout. And we called it that because we felt  
19 like we were jumping off the deep end.

20 Q. Okay. When did you first produce that  
21 beer for commercial consumption?

22 A. We -- well, it was right around the time  
23 we got the TTB license.

24 Q. When did you develop the recipe for that  
0035 beer?

1 A. I have no idea, but you know, it's some  
2 number of years ago.

3 Q. So was that a preexisting recipe that you  
4 had developed on your own?

5 A. Yes. Most of our initial recipes were  
6 based on home-brew recipes.

7 Q. Are there beers that you have developed  
8 the recipes for since Atlas Brewery has been up and  
9 running?

10 A. Oh, yeah, constantly.

11 Q. I'm going to show you an e-mail that I'll  
12 mark as Opposer's 3.

13 (Opposer's Deposition Exhibit  
14 No. 3 marked.)

15 BY MR. CARROLL:

16 Q. Do you recognize this e-mail?

17 A. Yes.

18 Q. What is this e-mail?

19 A. When we were -- so it's an e-mail from  
20 myself to Debbie Voltz on Monday, May 7 of 2012,  
21 and at this time we were trying to decide what to  
22 do with all of the spent grain which is the grain  
23 that you use to produce the beer.

0036  
1 You extract the sugar and you're left  
2 with hundreds of pounds of sloppy mess. But it's  
3 good for feed so we were hoping to find a farmer to  
4 pick up the grain.

5 And so this is me writing to some member  
6 of the Cook County Farm Bureau asking whether she  
7 would be able to put me in touch with somebody who  
8 would be interested in our spent grain.

9 Q. So when you say "feed," you mean  
10 livestock feed?

11 A. Yes.

12 Q. Did you get a response to this e-mail?  
13 Do you recall?

14 A. I did get a response. That ultimately  
15 did not end up being the route that we took. For  
16 people in the collar counties, farmers are  
17 interested in driving in to pick up the grains.  
18 For people in the heart of Chicago, it's not worth  
19 it.

20 So we ended up developing a relationship  
21 with the Resource Center and City Farms so that  
22 they pick up our grain. And they turn it into  
23 compost and then use it for a really dense  
24 biodynamic urban farming.

0037

1 Q. So as of May 7, 2012, were you using the  
2 name Atlas Brewing Company in connection with these  
3 communications?

4 A. Yes, as you see in the e-mail.

5 Q. Okay. I'm going to show you another  
6 e-mail that I'm going to mark Opposer's 4.

7 (Opposer's Deposition Exhibit  
8 No. 4 marked.)

9 BY MR. CARROLL:

10 Q. Do you recognize this document?

11 A. I do.

12 Q. What is this document?

13 A. This is an e-mail from me to my brother,  
14 though it is actually the draft of an e-mail that I  
15 was composing to send to our investors, on May 8,  
16 2012, Atlas Brewing Company update.

17 So at this point we were nearing  
18 completion of the build-out. I see I naively  
19 thought that our federal licensing would be  
20 approved on or around May 14, according to this  
21 e-mail, so that kind of gives you a sense of our  
22 timeline.

23 But you know, at this point it had been  
24 six months since we'd raised the money so we wanted

0038  
1 to give our investors an update about where the  
2 business stood.

3 Q. How many investors does Atlas have?

4 A. Around a dozen on our side -- sorry -- on  
5 my brother's and my side because we raised half of  
6 the money. I think there are ten. On Steve's side  
7 there are two or three.

8 Q. How much money did Atlas raise initially  
9 to begin?

10 A. So Steve will remember that better than I  
11 do. It was around -- I think by the time  
12 everything was done it was around a million and a  
13 half.

14 Q. So it says here, "Construction is  
15 complete on the Seven Ten side of Atlas, and we  
16 have been open since Friday." That was the Friday  
17 preceding this e-mail, I take it?

18 A. Yes.

19 Q. Did you ever send this letter to the  
20 investors?

21 A. I did.

22 Q. Was it sent with any edits?

23 A. I don't remember, but they would have  
24 been minor.

0039  
1 Q. So as of May 8, you had ordered yeast and  
2 grain and hops for the brewery; is that correct?

3 A. Yes.

4 MR. CARROLL: I'd like to take a five-minute

5 break, if that's all right?

6 MR. DANNENBERG: That's fine.

7 (A short break was had.)

8 BY MR. CARROLL:

9 Q. So how's business been at Atlas?

10 A. It's been good. We -- so summer is a  
11 little slower for us, but we're starting to pick  
12 up. And we're doing better than last summer which  
13 was better than the previous summer so we hope to  
14 mail the first checks to investors in the winter.  
15 And we're excited for the fall.

16 Q. How many beers is Atlas currently  
17 offering?

18 A. It changes almost daily, but I would say  
19 ten.

20 Q. How many locations is Atlas served at?

21 A. Is Atlas served at? So we've sold  
22 through our distributor to, oh, at least 50  
23 locations around the city, but it's hard to say at  
24 any given point where we're being served just

0040

1 because our -- we tend to be in bars that rotate  
2 their beers so I can say that I know Back Room  
3 bought a keg from us. But I don't know if they've  
4 tapped it yet. I don't know if they tapped it over  
5 the weekend and it ran out. So I would guess 15  
6 locations around the city.

7 Q. Is Atlas available in supermarkets and  
8 stores as well?

9 A. It is not. We're draft-only at the  
10 moment, though we're very close to moving forward  
11 with a production facility at which point we'll be  
12 available in cans.

13 Q. When you say you're close to moving  
14 forward with a production facility, what do you  
15 mean?

16 A. We could sign the lease on a  
17 24,000-square-foot plant on the south side any day  
18 now.

19 Q. Would that be strictly a brewery?

20 A. Yes.

21 Q. Going back to your discussions in 2011  
22 and early -- late 2011, early 2012 with Steve Soble  
23 and your brother, did you and your partners discuss  
24 other potential names for Atlas Brewing Company?

0041

1 A. Very early in the process we had a long  
2 list that we brainstormed, and then we all came up  
3 with our ten favorites, you know, cross-referenced  
4 those, narrowed it down to three or four, and  
5 then -- but it was pretty much Atlas from the  
6 beginning.

7 Q. Does the name Atlas Brewing Company  
8 appear on the labels to all your products?

9 A. Yes. Yeah, when we send kegs out to  
10 other locations, we have keg collars that, you  
11 know, have our logo and the name of the beer, the  
12 date it was brewed.

13 When we sell growlers, which are jugs of  
14 beer that are available to go for customers at our  
15 restaurant, they are branded with the Atlas logo.

16 And when we go to beer festivals, we put  
17 the collars on the kegs and hang our sign behind  
18 our table, yeah. Pretty much any time you -- we  
19 just got our new tap handles which are a lot nicer  
20 than our old ones that have the man holding up the  
21 globe, the Atlas logo.

22 Q. Do you have merchandise, you know,  
23 non-beer or beer serving delivery merchandise that  
24 contains the Atlas logo?

0042  
1 A. We do. We sell hats and T-shirts,  
2 hoodies, work shirts, growler koozies. Yeah,  
3 that's probably about it.

4 MR. CARROLL: I think -- I don't have any  
5 further questions at this point.

6 MR. DANNENBERG: Why don't we take a break.  
7 We'll get our notes together, and then we'll do  
8 cross.

9 MR. CARROLL: Sounds good.

10 (A short break was had.)

11 MR. CARROLL: Do you mind if just real  
12 quickly -- I realize it's a formality -- but offer  
13 Opposer's 1 through 4 in evidence.

14 MR. DANNENBERG: Okay.

15 CROSS-EXAMINATION

16 BY MR. DANNENBERG:

17 Q. Mr. Saller, thank you for coming here  
18 today. I realize this is time out of your  
19 schedule, away from your business.

20 My name is Ross Dannenberg. I represent  
21 Atlas Brew Works. Are you familiar with the  
22 company Atlas Brew Works?

23 A. I'm aware that they exist. Other than  
24 that, I'm not familiar with them.

0043  
1 Q. When did you become aware that they  
2 exist?

3 A. I became aware that they exist shortly  
4 before Steve, our partner, went out to meet with  
5 them. And I don't recall the date but I'm sure  
6 somebody has that.

7 Q. Okay. If you would, I'd like you to take  
8 a look at what's been marked Opposer's Exhibit 2.  
9 Do you have that in front of you?

10 A. Yes.

11 Q. Would you -- do you have any reason to  
12 believe that this is not an accurate representation

13 of the Facebook posts made by Atlas Brewing  
14 Company?  
15 A. No.  
16 Q. Are there any posts missing?  
17 A. I don't believe so.  
18 Q. What's the date of the first post on this  
19 document?  
20 A. June 24, 2012.  
21 Q. What about below that and to the left?  
22 A. Oh, I'm sorry. June 23, 2012.  
23 Q. Thank you. Who has access to post on  
24 Atlas Brewing Company's behalf?

0044

1 A. Currently myself, my brother, our  
2 manager, our restaurant manager, and the -- our  
3 social media person who more works for Steve's  
4 other restaurants but will occasionally do  
5 promotions for specific events.  
6 Q. And back in May and June of 2012, who had  
7 access to post to Facebook on Atlas Brewing  
8 Company's behalf?  
9 A. Myself and my brother.  
10 Q. Did either yourself or your brother make  
11 each of these posts?  
12 A. Yes.  
13 Q. I'd like to take a look at -- let's look  
14 at Opposer's Exhibit 3. This is an e-mail that you  
15 indicated you sent to the Cook County Farm Bureau?  
16 A. Yes.  
17 Q. You previously testified that you  
18 received a response to this e-mail; is that  
19 correct?  
20 A. Yes.  
21 Q. And was that e-mail included in your  
22 documents that you produced to Atlas Brew Works?  
23 A. I have no idea. I'm sorry.  
24 MR. DANNENBERG: I don't -- just between

0045

1 counsel here, I don't believe we've received that  
2 response so I would object to any use or reliance  
3 on a response received from Cook County Farm  
4 Bureau.  
5 MR. CARROLL: Okay.  
6 BY MR. DANNENBERG:  
7 Q. Mr. Saller, let's take a look at  
8 Opposer's Exhibit 4. You indicated -- was it your  
9 testimony earlier that this e-mail or a similar  
10 form of it was sent to investors?  
11 A. Yes.  
12 Q. And was that e-mail included in your  
13 production provided to Atlas Brew Works?  
14 A. I'm not aware of whether or not it was.  
15 MR. DANNENBERG: So again I'll state my  
16 objection on the record to any reliance on an

17 e-mail to investors similar to this because we have  
18 not received it.

19 MR. CARROLL: Okay.

20 BY MR. DANNENBERG:

21 Q. Okay. Let's go back to Opposer's  
22 Exhibit 2. Sorry to jump around here.

23 Earlier in your testimony -- I'd like you  
24 to look at the picture on this page that you

0046

1 testified is the sign for Atlas Brewing Company.

2 A. Okay.

3 Q. It was your testimony that that sign is  
4 outside the premises of the facility that opened on  
5 May 4, 2012; is that correct?

6 A. Yes.

7 Q. Are there any other signs outside of the  
8 facility that opened on May 4, 2012?

9 A. There is a sign for the bowling alley  
10 which says "Seven Ten Lounge."

11 Q. And where is that sign located?

12 A. A little further down the street.

13 Q. If you're looking -- if you're standing  
14 across the street, looking at Atlas Brewing Company  
15 and Seven Ten lounge, is the facade uniform between  
16 the two facilities?

17 A. No.

18 Q. Are there separate entrances to the two  
19 facilities?

20 A. There are.

21 Q. And the sign pictured in Opposer's  
22 Exhibit 2, which entrance is that located near?

23 A. That's above the restaurant entrance.

24 Q. And you mentioned there's a second sign,

0047

1 and what does that sign say again?

2 A. "Seven Ten."

3 Q. And where is that sign located?

4 A. That's above the entrance to the bowling  
5 lanes.

6 Q. The bowling lanes which are in a --  
7 beneath the facade that's different from Atlas?

8 A. Yes.

9 Q. Does Seven Ten Lounge maintain a separate  
10 Facebook account from Atlas Brewing Company?

11 A. Yes.

12 Q. Does Seven Ten Lounge maintain a separate  
13 Twitter account from Atlas Brewing Company?

14 A. Yes.

15 Q. Does Seven Ten Lounge maintain a  
16 different Web site from Atlas Brewing Company?

17 A. Yes.

18 Q. Does Seven Ten Lounge have a different  
19 phone number from Atlas Brewing Company?

20 A. It has a separate extension.

21 Q. So there's no separate phone number for  
22 Atlas versus Seven Ten Lounge?  
23 A. Actually, there is a direct line for each  
24 I believe.  
0048  
1 Q. Do either of your facilities have another  
2 location?  
3 A. There is another location of Seven Ten in  
4 Hyde Park.  
5 Q. And outside that facility, is there a  
6 sign?  
7 A. Yes.  
8 Q. And what does that sign say?  
9 A. "Seven Ten Lanes."  
10 Q. Does it have any reference to Atlas  
11 Brewing Company on the sign?  
12 A. No.  
13 Q. Does the Seven Ten Lounge sign have any  
14 reference to Atlas Brewing Company on it?  
15 A. No.  
16 MR. DANNENBERG: Sorry about that. My phone  
17 was vibrating in my pants. That's going to look  
18 really funny on the record. I'm sorry. Let me get  
19 organized.  
20 BY MR. DANNENBERG:  
21 Q. I'd like to show you what is marked as --  
22 we've marked it Atlas Brew Works Exhibit 1.  
23 (Atlas Brew Works Deposition  
24 Exhibit No. 1 marked.)  
0049  
1 BY MR. DANNENBERG:  
2 Q. Do you recognize this document? Take  
3 some time to go through it.  
4 A. Yeah. This is our Twitter activity from  
5 it looks like April of 2012 to July -- through July  
6 of 2012.  
7 Q. Okay. Do you have any reason to believe  
8 this is an inaccurate copy of your Twitter account  
9 from those time frames?  
10 A. No.  
11 Q. From April 30 of 2012 until July 30 of  
12 2012, covered in this document, who had access to  
13 post on Twitter on Atlas Brewing Company's behalf?  
14 A. Myself and my brother.  
15 Q. Did anyone else have access to post to  
16 Twitter on your behalf during these times?  
17 A. I don't believe so.  
18 Q. Do you have any reason to believe that  
19 any of these tweets were not made by you or your  
20 brother?  
21 A. No.  
22 Q. If you can, can you look at the last two  
23 pages and count for me, if you will, the number of  
24 tweets made prior to June 5, 2012?



0050

1 A. Prior to June 5 -- one, two, three,  
2 four -- oh, wait. All of these are actually --  
3 well, there are -- one, two, three, four, five,  
4 six, seven, eight, nine -- ten tweets included.

5 Q. And are all of those tweets by Atlas  
6 Brewing Company itself?

7 A. Some of them are re-tweets from other  
8 people.

9 Q. And what does that mean?

10 A. That means that somebody who we're  
11 following put out a tweet and then we decided to  
12 re-broadcast that to our followers.

13 Q. When your followers see that tweet, do  
14 they see the name Atlas Brewing Company associated  
15 with it?

16 A. Yes.

17 Q. Do they also see the name of the entity  
18 that you are re-tweeting?

19 A. Yes.

20 Q. I'd like to go back for a minute. You  
21 testified that the first beer you brewed was a Deep  
22 End Stout?

23 A. Yes.

24 Q. I've tried brewing beer at home and I'm

0051

1 horrible at it. So I applaud you for your brewing  
2 efforts. It took me, I don't know, somewhere  
3 around a week to make that. How long does it take  
4 to make the Deep End Stout?

5 A. Probably ten days.

6 Q. Ten days?

7 Can you turn to, in our Exhibit 1, the  
8 page marked A272? It's page 168 of 178 at the top.

9 A. Okay.

10 Q. The second tweet from the top, dated  
11 July 19, 2012?

12 A. Okay.

13 Q. Who posted that tweet?

14 A. Atlas Brewing Company.

15 Q. And can you read that for me?

16 A. "ChicagoBirdman. It did. We've got  
17 eight of our beers flowing tonight. Hope you can  
18 make it in."

19 Q. What does the "it did" refer to?

20 A. Oh, boy, I don't remember. That's  
21 something that I could check on the computer, but  
22 the conversation is not appearing in its entirety  
23 on this sheet, "it did," unless it's back further.

24 Q. Sorry to interrupt. If you can look two

0052

1 tweets below that?

2 A. Okay.

3 Q. Do you see the one by Jonathan Suratt?

4 A. Yes.

5 Q. Who is Jonathan Suratt?

6 A. He is a regular of ours and generally  
7 just involved in the beer community. I believe  
8 he's a journalist of some sort but I could be  
9 getting him confused with somebody else.

10 Q. Can you read his tweet for me?

11 A. "Atlas Brewing has been serving their own  
12 beer for one hour and 29 minutes."

13 Q. And then what does it say underneath  
14 that?

15 A. "Re-tweeted by Atlas Brewing Company."

16 Q. And so that was re-tweeted by either you  
17 or your brother?

18 A. Yes.

19 Q. Do you have any reason to doubt the  
20 substance of that statement?

21 A. No.

22 Q. Were you in fact serving your own beer on  
23 July 19, 2012?

24 A. Yes.

0053

1 Q. Commercial sales?

2 A. Yes.

3 Q. Were you commercially selling your beer  
4 before July 19, 2012?

5 A. No.

6 Q. Had you done any noncommercial events  
7 involving Atlas Brewing Company beer prior to  
8 July 19, 2012?

9 A. Yes. We had served samples not for sale  
10 to friends and family.

11 Q. Has Atlas Brewing Company ever made  
12 commercial sales of beer not brewed in its  
13 stainless steel tanks housed in the back of  
14 2747 North Lincoln Avenue?

15 A. Only collaborations that we did at other  
16 breweries and then purchased through a distributor.

17 Q. Were any of those prior to June 5, 2012?

18 A. Were any -- I'm sorry. Say that again.

19 Q. You said you only have sold beer not  
20 brewed in your own tanks through collaborations.

21 A. Oh, I don't believe so.

22 Q. So just so I'm clear, you said that Atlas  
23 has never sold commercially, done commercial sales  
24 of its own beer out of -- of any beer -- sorry.

0054

1 I'm going to start over just so this is clear.

2 Atlas has never made commercial sales of  
3 beer brewed in anything other than its own tanks  
4 except in collaboration?

5 A. Yes.

6 Q. Were any of the sample tastings that  
7 you've referred to a collaboration with another

8 brewery?

9 A. No.

10 MR. DANNENBERG: Can we take a five-minute  
11 break? And then I think we'll have maybe five  
12 minutes' worth of questions and then we'll be done.

13 MR. CARROLL: No problem.

14 (A short break was had.)

15 BY MR. DANNENBERG:

16 Q. Just a few more questions. Then we can  
17 wrap up.

18 Going back to our earlier line of  
19 questions, I forgot to ask, regarding Atlas Brewing  
20 Company and Seven Ten Lounge, do they have  
21 different menus?

22 A. Yes.

23 Q. Is the decor of the two facilities  
24 different?

0055

1 A. Yes.

2 Q. When I asked you earlier about the Seven  
3 Ten sign mentioning Atlas, your response was no,  
4 correct?

5 A. Yes.

6 Q. But I was unclear. Does that refer to  
7 the sign at the Hyde Park location or the Lincoln  
8 Avenue location or both?

9 A. Neither Seven Ten sign references Atlas.

10 Q. Has Atlas Brewing Company distributed  
11 beer outside the state of Illinois?

12 A. We have. We've sold beer to festivals in  
13 maybe just Wisconsin, maybe Indiana. We're  
14 certainly about to go to Indiana next month, yeah.

15 Q. And were any of those prior to or as of  
16 July 19, 2012?

17 A. No. No, certainly not.

18 Q. I'm going to show you what we've marked  
19 as Atlas Brew Works Exhibit 2.

20 (Atlas Brew Works Deposition  
21 Exhibit No. 2 marked.)

22 BY MR. DANNENBERG:

23 Q. Do you recognize this document?

24 A. I recognize what it is. This is the

0056

1 first time I've looked at it.

2 Q. Why don't you take a minute to  
3 familiarize yourself with it?

4 A. Okay.

5 Q. I'd like you to turn to the bottom of  
6 page 2 of the document.

7 A. Okay.

8 Q. Under the section that says "For TTB Use  
9 Only," first of all, who is the TTB?

10 A. The Tax and Trade Bureau.

11 Q. Of what?

12 A. The federal government.  
13 Q. So is this what you would refer to as a  
14 "federal brewing license"?  
15 A. Yes.  
16 Q. Do you have any reason to doubt that this  
17 document is accurate?  
18 A. No.  
19 Q. Under the "For TTB Use Only" section,  
20 what is the effective date of this document?  
21 A. 7/19/2012.  
22 Q. And so that would be July 19, 2012?  
23 A. Yes.  
24 Q. And what's the approval date on this  
0057 document?  
1 A. 7/19/2012.  
2 Q. So also referring to July 19, 2012?  
3 A. Yes.  
4 Q. And that's the same day that you were  
5 pouring your own beers at Atlas Brewing Company; is  
6 that correct?  
7 A. Yes.  
8 Q. On July 19, 2012, were you selling the  
9 Deep South or Deep End Stout beer that you referred  
10 to?  
11 A. We were.  
12 MR. DANNENBERG: At this time I would like to  
13 offer into evidence Atlas Brewing Company  
14 Exhibits 1 and 2, and I have no further questions.  
15 MR. CARROLL: I have nothing further.  
16 We'll reserve signature.  
17 We're going to need it. Just order it.  
18 That's fine.  
19 MR. DANNENBERG: We'll take a copy obviously.  
20 (Witness excused.)  
21  
22  
23  
24

0058  
1 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
2 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD  
3  
4 ATLAS BREWING COMPANY, LLC, )  
5 )  
6 Opposer, )  
7 )  
8 vs. ) Opposition  
9 ) No. 91210379  
10 ATLAS BREW WORKS, LLC, f/k/a )  
11 VOLSTEAD BEER WORKS LLC, ) MARK: ATLAS  
12 f/k/a ATLAS BEER WORKS LLC, )  
13 )  
14 Applicant. )  
15  
16

I, JOHN SALLER, state that I have read  
the foregoing transcript of the testimony given by  
me at my deposition on the 27th day of August,  
2014, and that said transcript constitutes a true  
and correct record of the testimony given by me at  
said deposition except as I have so indicated on  
the errata sheets provided herein.

JOHN SALLER

No corrections (Please initial)  
Number of errata sheets submitted (pgs.)

SUBSCRIBED AND SWORN to  
before me this day  
of , 2014.

NOTARY PUBLIC

CERTIFICATE

I, LISA R. LISIT, a Registered Professional  
Reporter, do hereby certify that the foregoing  
witness, JOHN SALLER, was duly sworn on the date  
indicated, and that the foregoing is a true and  
accurate transcription of my stenographic notes and  
is a true record of the testimony given by the  
foregoing witness.

I further certify that I am not employed by or  
related to any party to this action by blood or  
marriage and that I am in no way interested in the  
outcome of this matter.

In witness whereof, I have hereunto set my hand  
this 5th day of September, 2014.

LISA R. LISIT, CSR, RPR

C.S.R. No. 084-004297

ERRATA SHEET

CASE NAME: Atlas Brewing Co. v. Atlas Brew Works  
OPPOSITION NUMBER: 91210379 MARK: ATLAS  
WITNESS: John Saller

I wish to make the following changes for the following reasons: (1) stenographic error, (2) to clarify, (3) to state the fact.

PAGE LINE

CHANGE: \_\_\_\_\_

REASON: \_\_\_\_\_

CHANGE: \_\_\_\_\_

REASON: \_\_\_\_\_

CHANGE: \_\_\_\_\_

REASON: \_\_\_\_\_

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REASON: \_\_\_\_\_

CHANGE: \_\_\_\_\_

REASON: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

View conversation  
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Atlas Brewing Co. @AtlasBrewing

11 Jun '12

6/16 Mods v. Rockers Stop & see our space No Atlas beer, but we're pouring @FevBrewChicago @5PabstBrewery @SolemnOathBeer @HalfAcreBeer

Expand



Atlas Brewing Co. @AtlasBrewing

10 Jun '12

@LeopoldBros. You're right. It wasn't the amount of fun that was the problem, it was the fact that it was a work night

View conversation



Atlas Brewing Co. @AtlasBrewing

10 Jun '12

Had a little too much fun piloting cocktails with @LeopoldBros products-- specifically, the Absinthe Verte and Michigan Tart Cherry Liqueur.

Expand



Atlas Brewing Co. @AtlasBrewing

10 Jun '12

Hoping to give a sneak preview of our beers at @SevenTentGunge (craft beer and bowling!) before the end of the month

Expand



Atlas Brewing Co. @AtlasBrewing

5 Jun '12

What to do on a rare day off, but drink Chicago brews. @FevBrewChicago @5RabbitBrewery @FireworksBrewin

Expand



Atlas Brewing Co. @AtlasBrewing

5 Jun '12

I think the @5RabbitBrewery Golden Ale is the my new favorite beautiful-summer-day beer

Expand



Atlas Brewing Co. @AtlasBrewing

16 May '12

Two more stickers tonight? @SmallBarDst for @Jollypumpkin and @FaabyLongs for Bourbon County Stout. @ChiBeerweek is hard work.

Expand



Atlas Brewing Co. @AtlasBrewing

16 May '12

Where should we kick off #CCEW tomorrow, after a long day of cleaning brewing tanks?

Expand



Chicago magazine @ChicagoMag

15 May '12

RT @Chicagoist: Paul Schneider has our picks for @ChiBeerWeek, which kicks off Thursday. bit.ly/K2cm16

Retweeted by Atlas Brewing Co

Expand



Haymarket Brewing @HaymarketPub

14 May '12

Hell yeah! RT @AVClubChicago: Booze it or lose it. A look at @ChiBeerweek's rarest brews. avc.to/JggocB

Retweeted by Atlas Brewing Co

Collapse

Reply

Retweet

Favorite

More

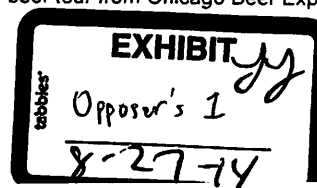


Atlas Brewing Co. @AtlasBrewing

10 May '12

@ChicagoBeerExp Very excited to be signed up, with our mom, for a Mother's Day beer tour from Chicago Beer Experience.

Expand



A 281

**Atlas Brewing Co.** @AtlasBrewingHave an account? [Sign in](#)

@Destini Thanks for the follow! Got yeast today grains should come Friday Now we just have to deal with a solid 1/4" of construction dust

[Expand](#)**FestivAle for CF** @ChiFestivAle

7 May 12

Congrats to the Chi area World Beer Cup Wnrs!

@brickstonebrew @crownbrewing @flossmoorbrewco  
@gooseisland @HaymarketFutr @revbrewchicago

Retweeted by Atlas Brewing Co.

[Expand](#)**Ray Daniels** @Cicerone\_org

6 May 12

Special congratulations to @RevBrewChicago for nailing 2 gold medals in World Beer Cup. Cross of Gold and Rise. Wahoo!

Retweeted by Atlas Brewing Co.

[Expand](#)[Reply](#)[Retweet](#)[Favorite](#)[More](#)**Atlas Brewing Co.** @AtlasBrewing

4 May 12

Not brewing yet, but the bowling alley reopens tonight. On tap: @RevBrewChicago @HalfAcreBeer @3floyds @TwoBrothersBeer @GooseIsland + more

[Expand](#)**Atlas Brewing Co.** @AtlasBrewing

30 Apr 12

@Dryhopchicago Thanks, Dry Hop The pictures on your site look beautiful. Can't wait to stop by for a beer. Exciting times in Chicago!

[View conversation](#)[Back to top](#)



At long last, we will finally be serving our own beers! We should have 8 of our own brands pouring tonight! Come check us out!

Like · Comment · Share

27 7 2

**Atlas Brewing Company**  
July 13, 2012

Atlas Brewing Co. is celebrating being completely flood-free for over three hours! Come join us and have a pint of Oublette, Burton Baton, Old 1713, and more.

Like · Comment · Share

1

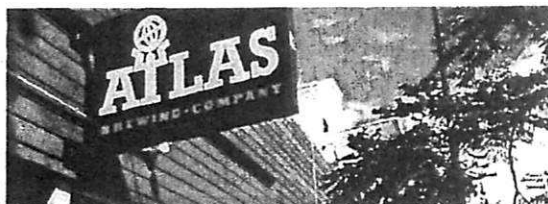
**Atlas Brewing Company**  
July 6, 2012

Ben will be hanging out and giving brewhouse tours for most of tonight. We have some great hoppy drafts right now, including Three Floyd's Apocalypse Cow, Revolution Double Fist, and Solemn Oath Killed By Vikings!

Like · Comment · Share

2

**Atlas Brewing Company** changed their cover photo.  
June 24, 2012



Like · Comment · Share

2

**Atlas Brewing Company**  
June 23, 2012

Thanks to everyone who came out for our opening last night! And for those who couldn't make it, we'll open at 5pm today!

Like · Comment · Share

1 8



**Joined Facebook**

May 14, 2012

**Atlas Brewing Company**  
July 18, 2012

Chef Joe has added a bunch of incredibly tasty items to our dinner menu, including a duck confit sandwich and house-made linguini carbonara. Come try them out!

Like · Comment · Share

4 4

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2012

2012

**Atlas Brewing Company**  
July 11, 2012

We had a great time at Haymarket Pub & Brewery last night with Dryhop Brewers, Begyle Brewing, Spiteful Brewing, Illinois Craft Brewers Guild, Corazon Brew, and Lake Effect Brewing Company LLC. Let's do it again soon!

Like · Comment · Share

4

**Atlas Brewing Company**  
June 29, 2012

Chef Joe's got a couple of killer specials on the menu tonight, including braised lamb ravioli with candied beets and roasted mushrooms in a red wine reduction as well as pork rillettes made in-house.

Like · Comment · Share

4 1

**Atlas Brewing Company**  
June 24, 2012

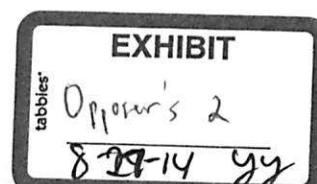
Atlas will be closed on Sunday, June 24th, but will reopen at 5pm on Monday the 25th. Starting tomorrow we'll be open seven days a week.

Like · Comment · Share

1

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From: **John Saller** <[john.saller@gmail.com](mailto:john.saller@gmail.com)>  
Date: Mon, May 7, 2012 at 12:09 PM  
Subject: Re: CCFB  
To: Debbie Voltz <[membershipdebbie@cookcfb.org](mailto:membershipdebbie@cookcfb.org)>

Hi Debbie,

It would be great if you could let your members know about Atlas Brewing Co., and our spent grain. Here's what we will have available, for free, to anybody who is willing to pick it up once or twice a week:

500 to 1000 lbs. of malted barley, with most of the sugar extracted (and turned into beer!), mixed (or not, if they prefer) with 10 to 15 gallons of yeast.

We are located at 2747 N. Lincoln Ave., Chicago. My cell phone number is 773-931-0857.

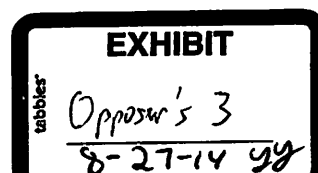
Thanks again,

John

On Mon, May 7, 2012 at 12:02 PM, Debbie Voltz <[membershipdebbie@cookcfb.org](mailto:membershipdebbie@cookcfb.org)> wrote:

[www.localfrmpproducts.org](http://www.localfrmpproducts.org)

**Debbie Voltz**  
Member Services  
**Cook County Farm Bureau®**  
6438 Joliet Rd  
Countryside, IL 60525  
**708.354.3276**  
**708.579.6056** fax  
**www.cookcfb.org**



**From: John Saller** <[john.saller@gmail.com](mailto:john.saller@gmail.com)>

**Date:** Tue, May 8, 2012 at 2:53 PM

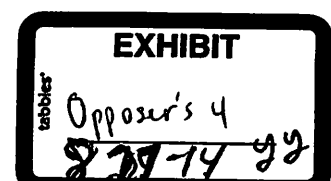
**Subject:** Re: Atlas Brewing Co. Update

**To:** John Saller <[john.saller@gmail.com](mailto:john.saller@gmail.com)>, Ben Saller <[Ben.Saller@gmail.com](mailto:Ben.Saller@gmail.com)>

Construction is complete on the Seven Ten side of Atlas, and we have been open since Friday, with a bit more of a focus on craft beer. Today we received our initial yeast order, and placed an order for grains and hops. We should brew our first batch of beer on Tuesday. The beers will take 4 to 5 weeks before they are ready to serve, and the front-of-house construction will continue during that time. Barring setbacks in FOH construction, or delays in our federal licensing (which should, in theory, be approved on or around May 14), we should be able to open in mid-to-late June.

Cheers,

John





Atlas Brewing Co. @AtlasBrewing  
get by with a little free labor from my friends  
on Twitter.com/3MBchD6

Have an account? Sign in



Chicago Beer Expo @chicagobeerexpo  
Want to help invest in a new local brewery? Checkout Begyle  
Brewing's Kickstarter campaign. kickstarter.com/projects/egh...

30 Jul 12

Retweeted by Atlas Brewing Co.

new photo



Atlas Brewing Co. @AtlasBrewing  
@LanceErickson Awesome!

30 Jul 12

new photo



Atlas Brewing Co. @AtlasBrewing  
Our mash tun is damn near overflowing, but our black  
Halloween doppelbock will be nice and strong.  
pic.twitter.com/UJvuhnp02

30 Jul 12

new photo



Atlas Brewing Co. @AtlasBrewing  
Tickets for our August 14th Beer Feast are still available!  
facebook.com/atlasbrewing#  
Expand

29 Jul 12



Atlas Brewing Co. @AtlasBrewing  
Getting low on heirloom tomatoes. Will trade beer for tomatoes  
from your garden. One night only.  
Expand

29 Jul 12



Atlas Brewing Co. @AtlasBrewing  
How should we celebrate IPA Day on Thursday?  
Expand

29 Jul 12



Atlas Brewing Co. @AtlasBrewing  
@Pocahontas @GreatTasteMD Nice! We found out a  
couple days ago we'll have a booth. See you there!  
Expand

29 Jul 12



Atlas Brewing Co. @AtlasBrewing  
@mashmeat I know that game  
Expand

28 Jul 12



Atlas Brewing Co. @AtlasBrewing  
Can we get a T.A.R.D. in this opening ceremony  
already?  
Expand

27 Jul 12



Atlas Brewing Co. @AtlasBrewing  
@cheat It's worth a shot  
Expand

27 Jul 12



Atlas Brewing Co. @AtlasBrewing  
At Atlas watching the Olympic opening ceremony with no  
sound. I am utterly confused.  
Expand

27 Jul 12



Atlas Brewing Co. @AtlasBrewing  
Feast Part 1- local greens, tarragon grapes, duck confit, quail  
egg, parmesan crisp, and duck vinaigrette with Brother Mauro Belgian  
Mild?

27 Jul 12

8-27-14 53

ATLAS BREW WORKS

Ex. 1

Atlas Brewing Co v.  
Atlas Brew Works  
Opp. No. 91210379

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Atlas Brewing Co. (@AtlasBrewing)

27 Jun 12

@brownerbrow Growlers are \$12.95 plus \$4 for a reusable glass growler. Nothing like tasty fresh beer.

[Reply](#)


Atlas Brewing Co. (@AtlasBrewing)

26 Jun 12

@mattmattmatt The Pyle IPA is wonderful. The juicy mango-grapefruit hop character is awesome. What kind of hops did you use?

[Reply](#)


Atlas Brewing Co. (@AtlasBrewing)

24 Jun 12

@DustinBrew Your barrel-aged stout is complex and delicious. Thanks

[Reply](#)


Atlas Brewing Co. (@AtlasBrewing)

24 Jun 12

@420mike @brownerbrow Damn right there's a squash blossom in our veggie sandwich

[Reply](#)


Atlas Brewing Co. (@AtlasBrewing)

26 Jun 12

@mattmattmatt Thanks Matt! Glad you could stop by!

[Reply](#)


Atlas Brewing Co. (@AtlasBrewing)

25 Jun 12

@mattmattmatt It's tentatively called Hektor Reddish Ale. It's named after the Greek demigod of blood feuds.

[Reply](#)


Atlas Brewing Co. (@AtlasBrewing)

26 Jun 12

@brownerbrow Did it for mashing in

[Reply](#)


Atlas Brewing Co. (@AtlasBrewing)

28 Jun 12

don't always listen to music when I clean up the brewhouse. But when I do, I listen to Rage Against the Machine.

[Reply](#)


Atlas Brewing Co. (@AtlasBrewing)

28 Jun 12

@brownerbrow Here's some homebrew.

[Reply](#)


Early Bird Brewing (@earlybirdbrew)

28 Jun 12

@AtlasBrewing Green buds! Danography, Chicago #ChicagoBeer #Pils

[Retweeted by Atlas Brewing Co.](#)
[Reply](#)


Atlas Brewing Co. (@AtlasBrewing)

28 Jun 12

Just found out that we'll be pouring at @TasteTaste. We're super-excited!

[Reply](#)


Atlas Brewing Co. (@AtlasBrewing)

28 Jun 12

@mattmattmatt Glad to hear it, Jeff. We hope you can make it back soon.


[Reply](#)



ChiGirlsPintOut (@ChiGirlsPintOut)


24 Jun 12


@AtlasBrewing Check out our Pints & Peds event


A 268


 Atlas's Inaugural Beer Feast will be held on Tuesday, 8/14. It will feature a special five course menu! Seats will be limited! Details [here](#) [have an account](#) [sign in](#) [Report](#)


 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
[@mikeb1980](#) We currently open at 5pm daily  
[Reply](#) [Retweet](#) [Like](#)


 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
[@mikeb1980](#) Thanks for all the pro bono work tonight! Hope we'll see you again soon  
[Reply](#)


 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
[@mikeb1980](#) Kids are welcome at Atlas. Hope you can make it in soon  
[Reply](#) [Retweet](#) [Like](#)


 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
[@mikeb1980](#) [@mikeb1980](#) Sorry mate. I thought about running the other day, but instead I drank champagne  
[Reply](#) [Retweet](#) [Like](#)


 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
[@mikeb1980](#) We'll be open from 5pm to midnight. Hope you can make it in!  
[Reply](#) [Retweet](#) [Like](#)


 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
[@mikeb1980](#) Thanks Matt. We'll have plenty of beer on hand whenever you can make it in.  
[Reply](#)


 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
[@beagleb1980](#) Great to see you. Thanks for stopping by.  
[Reply](#) [Retweet](#) [Like](#)

 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
[@mikeb1980](#) Enjoy the growler and the movie. Hope to see you again soon.  
[Reply](#)

 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
[@mikeb1980](#) Nice to see you both tonight. Hopefully Monday I'll be on your side of the bar.  
[Reply](#) [Retweet](#) [Like](#)

 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
[@mikeb1980](#) We're collabing with growlers of all of our other seven beers  
[Reply](#) [Retweet](#) [Like](#)

 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
Atlas is now selling growlers. Now you can drink delicious Atlas beers at home, at work, or anywhere else you might want to.  
[Reply](#)

 Atlas Brewing Co. [@AtlasBrewing](#) 2016-08-12  
Atlas has been rocking it, but since we started pouring our own beers. Thanks to everyone who has come in to support us with local orders.  
[Reply](#)



Atlas Brewing Co. @AtlasBrewing

Have an account? [Sign in](#)

@jimmybabe We currently open at 5pm daily, so no lunch as of yet. But our dinner menu keeps expanding in delicious ways

[View on Twitter](#)



Atlas Brewing Co. @AtlasBrewing

20 Jun 12

@joshgiles Thanks Paul! It was great meeting you tonight. Hope you come back soon

[View on Twitter](#)



Low Dive Brewing @LowDiveBrewing

20 Jun 12

Sippin' on some @AtlasBrewing brews. Cheers!

[View on Twitter](#)

Retweeted by Atlas Brewing Co.

[Expand](#)



Atlas Brewing Co. @AtlasBrewing

20 Jun 12

@joshgiles Awesome. If you want a tour, talk to the guy at the bar wearing a Dead Kennedys shirt

[View on Twitter](#)



Atlas Brewing Co. @AtlasBrewing

20 Jun 12

@joshgiles Glad to hear it. Thanks for coming by!

[View on Twitter](#)



Janna Mestan @jannamestan

20 Jun 12

Love the pork rillette @AtlasBrewing. Nice pairing with the hyperion double ipa. #AtlasBrewing

Retweeted by Atlas Brewing Co.

[View on Twitter](#)



Jessica Murphy @jessicamurphy

20 Jun 12

@AtlasBrewing Quite tasty beers! The Demeter Belgian Wheat & Diversey Pale are my faves so far! Cheers

Retweeted by Atlas Brewing Co.

[View on Twitter](#)



Atlas Brewing Co. @AtlasBrewing

20 Jun 12

@jessicamurphy Thanks Jessica! We're glad to have you here

[View on Twitter](#)



Atlas Brewing Co. @AtlasBrewing

20 Jun 12

@jessicamurphy Thanks. We look forward to serving you our beers

[View on Twitter](#)



Atlas Brewing Co. @AtlasBrewing

20 Jun 12

Hey everybody! Like us on Facebook and we'll love you forever. [facebook.com/atlasbrewing](#) #AtlasBrewing #PortlandBrewery

[Expand](#)



Atlas Brewing Co. @AtlasBrewing

20 Jun 12

@joshgiles Thanks Andrew! We look forward to refilling your growler many times

[View on Twitter](#)



Atlas Brewing Co. @AtlasBrewing

20 Jun 12


@joshgiles Thanks! Thank you. We're thrilled to be serving our own stuff!


[View on Twitter](#)











 Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)


 [@hasdrewing](#) [@hasdrewing](#) Unfortunately not yet. But we do have some killer guest drafts. [Reply](#)


 [@brannshin](#) [@brannshin](#) Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)


 [@hasdrewing](#) [@hasdrewing](#) Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)


 [@hasdrewing](#) [@hasdrewing](#) Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)


 [@hasdrewing](#) [@hasdrewing](#) Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)


 [@hasdrewing](#) [@hasdrewing](#) Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)

 [@hasdrewing](#) [@hasdrewing](#) Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)

 [@hasdrewing](#) [@hasdrewing](#) Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)

 [@hasdrewing](#) [@hasdrewing](#) Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)

 [@hasdrewing](#) [@hasdrewing](#) Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)

 [@hasdrewing](#) [@hasdrewing](#) Glad you guys came by tonight! Hope you can stop by again soon! [Reply](#)



We've got a <sup>free</sup> social event on Saturday July 20  
 12-13.30pm. We'll have beers (hopefully theirs) & a tour - Come  
 or put around 3

[illegible]

Atlas Brewing Co. @ Eastwing  
Brewpubery @ Fort Harrison Dublette @ Indiana  
Burton Baton @ The Breweries Old 170 @ Pease & Hodge Cole  
First @ Main Street Over Air

$$m = 1, 2, \dots, \infty, \quad \lambda = 1, 2, \dots, \infty, \quad \mu = 1, 2, \dots, \infty,$$


Atlas Brewing Co. *Great Brewing* 14. 10. 1  
 Could today be the day??? No... but we'd still love to see you.

25-1



Atlas Brewing Co. @ AtlasBrewing

The restaurant has had two floods in three days, but neither one was our fault. We have not flooded our brewery in nearly a week.

**Keywords:**



Atlas Brewing Co. @AtlasBrewing  
Gunnar at @TheGunnarSB on Old 1713 and  
@StephenCandee "Oubliette" But first coffee And maybe pants  
Expert

## Discussion



Atlas Brewing Co. Great Brewing  
 @Tackles @Brewery Glad to hear it And @GreatBeerDeer  
 Quakette should be on tap soon to replace kidnapped by Vikings

**doi:** 10.1371/journal.pone.0186920.g002



Drinking **3rd** Brew of the Strange Bird in the cannery's tack room. It's the perfect beer for a hot afternoon.

Figure 1



Atlas Brewing Co. @-hasé brewing  
Tapping @-gripshée Euron Bator as soon as finish typing  
this

## Exams

[illegible]

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26



**Aldis Brewing Co.** @ Aldisbrewing  
@aldisbrewing @aldisbrewery @aldisbeer Great time tonight!  
We're glad to have taken part!

— 1997 —



Looking forward to sensory analysis session #2 tonight for  
 2018-2019 season! @HaymarketBrewing @HaymarketPA @HaymarketNY @HaymarketOH

Reviewed by Miss Dorothy C. [illegible]



Atlas Brewing Co. @anassbrewing  
@anassbrewing Oh course! See you there!





Atlas Brewing Co. [@AtlasBrewing](#) [Have an account? Sign in -](#)  
Record breaking feat: the Higgs Boson has been born! 🎉🎉🎉  
-- there is only one thing that could make this week more exciting  
[Expand](#)



Atlas Brewing Co. [@AtlasBrewing](#)  
@JaredBrew: Thanks! I hope we'll see you in here soon, were  
closed today though, so not today  
[Expand](#)



Atlas Brewing Co. [@AtlasBrewing](#)  
Great hanging out @HansBrew last night with  
@DinoBrewing @AtlasBrewing @JaredBrew  
@Brewery @Brewery @Brewery @Brewery  
[Expand](#)



Atlas Brewing Co. [@AtlasBrewing](#)  
@JaredBrew: thanks Kim! It was good seeing you!  
[Expand](#)



Atlas Brewing Co. [@AtlasBrewing](#)  
On tap at Atlas: @BrewBrew Double Fist vs. @BrewBrew  
Apocalypse Cow. Who wins? Everybody did. With our 100% IPA  
[Expand](#)



Atlas Brewing Co. [@AtlasBrewing](#)  
Can't wait to tap @TheBrewery's Take Two beer #5 of the  
15 for 15 series. and give it a taste  
[Expand](#)



Atlas Brewing Co. [@AtlasBrewing](#)  
Love that we have gone through 4 bottles of  
@Brewery's 100% and have yet to open our first bottle of Stoli Paz  
[Expand](#)



Atlas Brewing Co. [@AtlasBrewing](#)  
@DinoBrewing: This Wheat IPA is fantastic. Thanks!  
[Expand](#)



Atlas Brewing Co. [@AtlasBrewing](#)  
John is holding down the fort at Atlas tonight. On the other  
hand, will take care of the boudin and tesla. Just got at  
@Brewery  
[Expand](#)



Southport Lanes [@SouthportLanes](#)  
Our beer menu keeps growing, and growing  
see the link in bio @SouthportLanes  
Retweeted by Atlas Brewing Co.  
[Expand](#)



Atlas Brewing Co. [@AtlasBrewing](#)  
It was fun showing Atlas to so many local brewers this  
weekend. It's a great time to be a beer drinker in Chicago! @Brewery  
[Expand](#)



Atlas Brewing Co. [@AtlasBrewing](#)  
@Brewery: And just FYI we aren't quite able to  
serve our own beers. But we do have @Brewery's beer  
@Brewery's beer and more on tap  
[Expand](#)



Atlas Brewing Co. @AtlasBrewing

Have an account? Sign in

@NewChicagoBeer @BenBrewing At the moment we open at 5pm every day and close at 12 sun-weds 11 on thurs 12 on fri and 3 on sat. Hope you can stop by

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@NewChicagoBeer @BenBrewing Great meeting you guys yesterday. Can't wait to try your beers

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@BenBrewing @BenBrewing @BenBrewing Great to meet you all. Let's keep drinking lots of beer together

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@BenBrewing @BenBrewing How do you know Greg? Come by any time for a tour

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@BenBrewing It's still a little up in the air, but we hope to be serving our own stuff before too long. We'll let you know when the time comes

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@BenBrewing Great photos! Glad to have discovered you! Beer hunting here

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@BenBrewing We're open 5-12 Sun-Weds 5-11 Thurs 5-2 Fri and 5-3 Sat. Hope you can stop by

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@BenBrewing There shouldn't be any need to make a reservation, but if you like to our number is 773-295-1270. Glad you're coming by

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@BenBrewing Until we can start serving our own beer, which will be soon, we're featuring these tasty local beers for now. Enjoy

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@BenBrewing Thanks Rob! Hope you can stop by soon

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@Stockyardpalate Wish I knew. Not too long. Hopefully measured in days, not weeks

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Jun 11, 2012

@NewChicagoBeer Let me know when you're coming in. I'll be sure that Ben or myself is there to give you the tour. Atlas # 773-295-1270

Jun 11, 2012



Atlas Brewing Co. @AtlasBrewing

Have an account? [Sign in](#)

@Stockyardcalate Thanks for stopping by. Can't wait to pour you your first Atlas beer.

Retweeted by @mattk



Atlas Brewing Co. @AtlasBrewing

26 Jun '12

@HonorHiAnnah We're open, hoping to serve our over stuff soon. Ben and Jonny are the brewers. Come by and introduce yourself soon.

Expand



Atlas Brewing Co. @AtlasBrewing

26 Jun '12

Starting today we have outdoor seating. Come by, have a beer, and the beautiful weather is on your side. Don't forget to

Retweeted by @mattk



Atlas Brewing Co. @AtlasBrewing

26 Jun '12

@Joan\_Lewis Hi Paul! We'll open at 5pm today. Hope you can stop by!

Retweeted by @mattk



Atlas Brewing Co. @AtlasBrewing

26 Jun '12

@Dinhobothaga: Sorry I'm in the office & would gladly have let you in for a look. Atlas number soon, but Seven Ten for now. 775-472-1601

Retweeted by @mattk



Atlas Brewing Co. @AtlasBrewing

26 Jun '12

@Hawesbrewing Hope to see you in here soon.

Retweeted by @mattk



Atlas Brewing Co. @AtlasBrewing

26 Jun '12

@Dinhobothaga: Thanks. What's your timeline looking like? Come over and introduce yourself soon.

Retweeted by @mattk



Atlas Brewing Co. @AtlasBrewing

26 Jun '12

For that matter, anybody who wants a tour can come in and ask for John or Ben.

Expand



Atlas Brewing Co. @AtlasBrewing

26 Jun '12

@Dinhobothaga: When can you come in? Ask for John or Ben, brewers, and we'll show you around.

Expand



Atlas Brewing Co. @AtlasBrewing

26 Jun '12

@mattk: Have you come in to check us out yet? We're open and serving food and booze-- just not our own booze quite yet.

Retweeted by @mattk



ramseth @ramseth

26 Jun '12

just found out @AtlasBrewing is going to be next door to my new house, so excited to check it out!

Retweeted by Atlas Brewing Co.

Expand















Atlas Brewing Co. @AtlasBrewing












26 Jun '12

@MissTasty: Miss Tasty, I hope we'll get to feed you soon. Let us (the brewers) know you're here, and we'll give you the tour.



- Expand Search [Have an account? Sign in](#)
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 25 Jun 12  
[@TheBrewin'](#) Hey thanks for the follow - can't serve Atlas beers yet, but we're open. I'd love to give you & your friends a tour.  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 25 Jun 12  
[@Brewin'Chicago](#) Great site. How do we get a listing? Still a couple weeks out on our own beer, but we've got guest beers, whiskey, and food.  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 24 Jun 12  
 Atlas will be closed today - Sunday - but starting tomorrow we'll be open seven days a week.  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 23 Jun 12  
[@ShawnLambert](#) We're looking forward to sharing our beer with you. Our customers are loving Kidnapped by Vikings.  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 23 Jun 12  
[@ShawnLambert](#) sad that there's no Atlas beer yet, but awesome that we sold almost a whole keg of Kidnapped by Vikings last night.  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 23 Jun 12  
 Thanks to everyone that came out last night. We'll be open at 5pm again today!  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 23 Jun 12  
[@EaterChicago](#) Thanks for the article! Opening night was a blast!  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 22 Jun 12  
[@ashleykrist](#) Thanks - was Foremost. I visit you more frequently than any other liquor store. I will make sure to introduce myself next time.  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 22 Jun 12  
[@KenwoodMoshin](#) Moshin? Kenwood Moshin? Bixler Moshin?  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 22 Jun 12  
[@Brewin'Chicago](#) Thanks - hope to see you again soon.  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 22 Jun 12  
[@Brewin'Chicago](#) Ben and I will be imbibing too, once the dinner rush ends. It'll be fun to hang out!  
 Expand
-  **Atlas Brewing Co.** [@AtlasBrewing](#) 22 Jun 12  
 Atlas Brewing Company Opening Today in Lincoln Park  
 3401 N Lincoln Ave - via [@EaterChicago](#)



- 
**Atlas Brewing Co.** @AtlasBrewing  
 5:15 Mods v. Pockers. Stop & see our space. No Atlas beer but we're pouring @PilsBrewChicago @PilsBrewBrew @PilsBrewBrew @PilsBrewBrew @PilsBrewBrew  
 Expand
- 
**Atlas Brewing Co.** @AtlasBrewing  
 @LemonBuds You're right. It wasn't the amount of fun that was the problem. It was the fact that it was a work night.  
 Expand
- 
**Atlas Brewing Co.** @AtlasBrewing  
 Had a little too much fun piloting cocktails with @LemonBuds products-- specifically the Absinthe Verte and Michigan Tart Cherry Liqueur.  
 Expand
- 
**Atlas Brewing Co.** @AtlasBrewing  
 Hoping to give a sneak preview of our beers at @PilsBrewChicago (craft beer and bowling) before the end of the month.  
 Expand
- 
**Atlas Brewing Co.** @AtlasBrewing  
 What to do on a rare day off, but drink Chicago brews @PilsBrewChicago @PilsBrewBrew @PilsBrewBrew  
 Expand
- 
**Atlas Brewing Co.** @AtlasBrewing  
 Think the @PilsBrewBrew Golden Ale is the my new favorite beautiful-summer-day beer.  
 Expand
- 
**Atlas Brewing Co.** @AtlasBrewing  
 Two more stickers tonight? @PilsBrewBrew for @PilsBrewBrew and @PilsBrewBrew for Bourbon County Stout. @PilsBrewBrew is hard work.  
 Expand
- 
**Atlas Brewing Co.** @AtlasBrewing  
 Where should we kick off #CBE tomorrow after a long day of cleaning brewing tanks?  
 Expand
- 
**Chicago magazine** @ChiMagMag  
 RT @ChiMagMag: Paul Schneider has our picks for @PilsBrewBrew week, which kicks off Thursday.  
 Retweeted by Atlas Brewing Co.  
 Expand
- 
**Haymarket Brewing** @HaymarketBrew  
 Hell yeah! RT @AVClubChicago: Booze it or lose it. A look at @PilsBrewBrew's rarest brews and how to get it.  
 Retweeted by Atlas Brewing Co.  
 Like Reply Retweet Favorite
- 
**Atlas Brewing Co.** @AtlasBrewing  
 @ChiMagMag very excited to be signed up with our mom for a Mother's Day beer tour from Chicago Beer Experience.  
 Expand





DEPARTMENT OF THE TREASURY  
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU (TTB)  
BREWERY'S NOTICE

## Brewery's Section

1. This is notice serial number 1 2. The notice date is 03/07/2012
3. Our brewery's name is  
THE LUCKY STRIKE CORPORATION
4. Our trade name is (See Attached)
5. Our business address is  
2747 N LINCOLN AVE CHICAGO IL 60614-1320  
(Number and Street) (City) (County) (State) (Zip Code)
6. Our brewery location is  
2747 N LINCOLN AVE, BLDG# , CHICAGO IL 60614-1320  
(Number and Street) (City) (County) (State) (Zip Code)
7. Our main contact person is DALE S SOBLE TTB can reach me at 773-472-1601  
(Name) (Phone Number)

## Brewery Description

8. Our phone number at the brewery is 773-472-1601 9. Our E-mail Address is SSOBLE@SPARETIMECHICAGO.COM
10. Our brewery is a: (check one only) ☐ Brewery/Microbrewery ☒ Brewpub (you must complete items 18 and 19) ☐ Pilot Brewing Plant
11. We are a: (check one only)  
☐ Sole Proprietorship ☐ Partnership ☒ Corporation ☐ Limited Liability Company ☐ Limited Partnership
12. Our employer identification number is: (for example: 12-3456789) 36-3983582  
Title to premises and equipment (list names and addresses of owner of land or buildings, or if any other mortgage or encumbrance on the land or buildings of the brewery). (See Attached)
13. Brewer's Business Day 12:00am (List only if different than 12:00 am through 11:59 pm.)
14. We are filing this notice to:  
☒ give TTB our original notice that we intend to engage in the business of producing beer.  
amend our previously approved original notice (Registry No. ) for the following reason(s):  
add or delete (circle one) a trade or operating name (attach registration, if your state requires, of new trade or operating name). List new trade names(s) in Item 4 or on a separate sheet of paper. List deleted trade name(s) on a separate sheet of paper.  
show a change in brewery premises (attach description of change).  
make changes in officers, directors, members, stock, or interest distribution (attach description of change; you must file personnel questionnaires for new personnel and any new person owning 10% or more of total stock).  
discontinuance of business as of: (date)  
other
- 15A. We are or are not ☒ members of a controlled group of breweries. (List all breweries with shared ownership on a separate sheet of paper.)  
B. If you are a member, will the controlled group of breweries produce more than 60,000 but less than 2,000,000 barrels of beer per year? (If so, describe how the reduced rate of tax will be apportioned among brewery members in the controlled group.)  
(See Attached)
16. The Internal Revenue Code (IRC) provides that if you produce not more than 2,000,000 barrels per year, you are entitled to a reduced rate of tax on your first 60,000 barrels. What is your estimated production in barrels per year? (check one)  
☐ More than 2,000,000 barrels per year. We are not entitled to the reduced rate.  
☐ More than 60,000 barrels per year, but not more than 2,000,000 barrels per year. We are entitled to the reduced tax rate on our first 60,000 barrels removed for consumption or sale.  
☒ Not more than 60,000 barrels per year. We are entitled to the reduced tax rate on all beer removed for consumption or sale.
- TTB F 5130.10 (11/2009)



EIN 36-3983582

Brewery Registry No.: BR-IL-21013

**Signing Authority For Corporate Officials**

17. We held our board meeting with (check one)

Directors      Trustees      Managers      Governors      Date of Meeting

We authorize the following corporate officials, employees, or incumbents of the listed offices to execute all documents and to do all acts for us in dealing with the Alcohol and Tobacco Tax and Trade Bureau. (You must impress your corporate seal. If you do not have one, two witnesses must sign.)

By the authority of our board, I certify that this authorization is true and complete.

Title: \_\_\_\_\_ Title: \_\_\_\_\_

Corporate Seal:

Title: \_\_\_\_\_ Title: \_\_\_\_\_

Title: \_\_\_\_\_ Title: \_\_\_\_\_

Witness: \_\_\_\_\_ Witness: \_\_\_\_\_

**Brewpub Applicant Information (If you are a brewpub, you must complete this section.)**

18. We are a brewpub. Our entire business location is the brewery premises. We understand that by initialing these boxes, we acknowledge that:

- ☒ a. We must separate the brewery operations (non-public area) from the public area of the brewery premises by an adequate partition. Access to the brewery operations must be restricted to authorized visitors and employees only.
- ☒ b. The serving tanks as noted on our attached diagram are our tax-determined beer tanks. These tanks have a working capacity of approximately 7 Barrels and are accurately calibrated with appropriate measuring devices.
- ☒ c. We must transfer beer ready for consumption or sale from our fermenters into an empty tax-determination tank for measurement by the approved measuring device. We will make prompt and accurate records of these transactions to determine tax due.

19. We plan to sell retail liquors other than beer.

**Attachment Section**

20. You must make attachments to complete an original notice. You may also need additional information for an amended notice. Check all the blocks here for your attachments for this notice. For original Brewer's Notices, you must attach all documents for your type of business organization. For amended Brewer's Notices, some forms are mandatory, while others may be optional.

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Articles of Incorporation/Organization (Corporations/LLCs)               | <input checked="" type="checkbox"/> Personnel Questionnaires (for all owners/officers/directors/partners/members/stockholders of over 10%) |
| <input checked="" type="checkbox"/> Trade Name Registrations (if required by state)                          | <input checked="" type="checkbox"/> By-Laws (Corporations/LLCs)  |
| <input checked="" type="checkbox"/> Certificate to Transact Business in a Foreign State (if applicable)      | <input type="checkbox"/> Partnership Agreement   |
| <input checked="" type="checkbox"/> Power of Attorney (TTB F 5000.8, or Corporate Resolution)                | <input checked="" type="checkbox"/> Environmental Information (TTB F 5000.29)  |
| <input checked="" type="checkbox"/> Diagram (or Plat/Plan) with dimensions of the brewery                    | <input checked="" type="checkbox"/> Diagram for Brewpub as required  |
| <input checked="" type="checkbox"/> Legal description of the Brewery   | <input checked="" type="checkbox"/> Statement Describing the Security at the Brewery   |
| <input checked="" type="checkbox"/> Supplemental Information on Water Quality Considerations (TTB F 5000.30) |  |
| <input checked="" type="checkbox"/> Other  |  |

All statements and documents are part of this notice. Under penalties of perjury, I declare that I have examined this notice and all attachments and to the best of my knowledge and belief they are true, correct, and complete.

21. Signature of Authorized Person DALE S SOBLE

Date 07/19/2012

22. Printed or Typed Name and Title DALE S SOBLE, MANAGING MEMBER

Mail this completed package with all attachments to:

Director  
National Revenue Center  
550 Main St, Ste 8002  
Cincinnati, OH 45202-5215

**TTB Section - For TTB Use Only**

This Notice is:

☒ Approved

☐ Not Approved

Effective Date:

07/19/2012

Approval Date:

07/19/2012

Director, National Revenue Center *[Signature]*

Registry Number:  
BR-IL-21013

TTB F 5130.10 (11/2009)